

Message Text

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TO AMEMBASSY MANILA

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SUBJECT: PHILIPPINE PARTICIPATION IN SPOKANE 1974

ENVIRONMENTAL EXPOSITION

REF: MANILA 9477

1. EXPOSITION MANAGEMENT BELIEVES IT NECESSARY COMPLETE SITE COMMITMENTS FOR EXHIBIT SPACE AT SPOKANE 1974 INTERNATIONAL EXPOSITION BY OCTOBER 1. IN VIEW SHORT TIME REMAINING, PROBLEM OF OBTAINING MARCOS' ATTENTION TO THIS MATTER HAS BEEN SUBJECT OF DISCUSSIONS BETWEEN SECRETARY OF COMMERCE DENT, U.S. COMMISSIONER GENERAL WELLES HENDERSON AND STATE OFFICIALS. CONCLUSION OF THESE DISCUSSIONS IS THAT PERHAPS IT WOULD BE APPROPRIATE FOR AMBASSADOR AT SUITABLE OPPORTUNITY TO ASK PRESIDENT MARCOS FOR AN EARLY DECISION IN FAVOR PHILIPPINE PARTICIPATION SO THAT EXHIBIT

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SPACE MAY BE COMMITTED FOR GOP.

2. CENTRAL THEME "PROGRESS WITHOUT POLLUTION" ENABLES PARTICIPANTS TO DISPLAY HOW MAN BEHAVES IN RELATION WITH HIS ENVIRONMENT AND INCLUDES FOLLOWING SUB-THEMES: PRESENTATION OF NATURAL ENVIRONMENT AND OF HISTORICAL SITES SUCH AS ARCHAEOLOGICAL, HISTORICAL OR NATURAL SITES, COUNTRY, FOREST, FRESH WATERS AND OCEANS. ALSO APPROPRIATE

ARE IMPROVEMENT INCLUDING URBAN RENEWAL, HOUSING, ATE ARE IMPROVEMENT INCLUDING URBAN RENEWAL, HOUSING, TRANSPORTATION, TERRITORIAL DEVELOPMENTS, FIGHT AGAINST NUISANCES AND WASTES INCLUDING POLLUTION DUE TO INDUSTRY, POISONOUS PRODUCTS IN FARMING AND FOODSTUFF INDUSTRIES, CITY AND COMMUNITY EQUIPMENT NOISE.

3. PHILIPPINES MAY WISH TO FEATURE ARCHAEOLOGICAL SITES, HISTORICAL LANDMARKS, VARIOUS NATURAL SITES WHICH LEND THEMSELVES TO ATTRACTING TOURISTS TO THEIR COUNTRY.

4. COMMITMENTS FOR FOREIGN NATIONAL EXHIBITS ALREADY RECEIVED BY EXPO '74 MANAGEMENT FROM U.S.S.R., JAPAN, S. KOREA, AND TAIWAN. NEGOTIATIONS UNDERWAY WITH SINGAPORE AND HONG KONG. MEXICO JUST ANNOUNCED OFFICIAL DECISION TO PARTICIPATE. GOVERNMENT OF CANADA HAS JUST REVERSED NEGATIVE DECISION AND WILL PARTICIPATE IN OFFICIAL EXHIBIT WITH PROVINCES OF WESTERN CANADA. NEGOTIATIONS ARE CURRENTLY UNDERWAY IN WESTERN EUROPE. DECISION AS TO INDIVIDUAL OR JOINT EXHIBIT NOT YET MADE BUT BEING ACTIVELY EXPLORED PARTICULARLY WITH SPAIN, GREAT BRITAIN, FRANCE, BELGIUM, WEST GERMANY AND NETHERLANDS.

5. COMMITMENTS FOR PARTICIPATION FROM INDUSTRY HAVE BEEN ANNOUNCED BY SEVERAL LARGE AMERICAN CORPORATIONS INCLUDING THE FORD MOTOR COMPANY, GENERAL MOTORS, THE BELL TELEPHONE SYSTEM, GENERAL ELECTRIC CORPORATION, UNITED AIRLINES, EASTMAN KODAK, AND HUGHES AIRWEST, THE MORMON CHURCH IS ALSO AN ANNOUNCED PARTICIPANT.

6. MANY OTHER PRIVATE PARTICIPATION AGREEMENTS ARE PENDING OR UNDER NEGOTIATION. ACCORDING TO EXPO '74 MANAGED LIMITED OFFICIAL USE

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MENT COSTS OF PARTICIPATION WILL BE EXTREMELY MODEST, WITH BASIC RENTAL ONLY \$35,000 FOR 4,000 SQ. FT. EXHIBIT SPACE IN A BUILDING PRESENTLY UNDER CONSTRUCTION BY EXPO '74. UNDER BUREAU OF INTERNATIONAL EXPOSITIONS (BIE) REGULATIONS, MINIMUM ALLOWABLE SPACE FOR FOREIGN NATIONAL PARTICIPANT IS 4,000 SQ. FT. PER COUNTRY AND EXPO '74 CONSTRUCTS ALL THE BUILDINGS.

7. FOLLOWING SITES PRESENTLY AVAILABLE:

A) BUILDING 8A - 4,250 SQ. FT.

B) BUILDING 34 - 7,500 SQ. FT.

C) BUILDING 20 - 19,500 SQ. FT.

D) BUILDING 20A - 5,500 SQ. FT.

8. FOREIGN NATIONAL PARTICIPANTS MAY WISH TO OPERATE RESTAURANT AND/OR GIFT SHOP IN ADDITION TO EXHIBIT WHICH COULD REDUCE OVERALL COSTS OF PARTICIPATION.

9. EMBASSY MAY WISH EMPHASIZE IMPACT OF PHILIPPINE EXHIBIT AT BIE-REGISTERED SEATTLE 1962 INTERNATIONAL EXPOSITION. EXHIBIT DESIGNED AND PARTIALLY FINANCED BY PHILIPPINE ARCHITECT ARANETO INCLUDED TWO LEVELS OF FINE ART AND ARCHAEOLOGICAL TREASURES. RUSH

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